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**Cc:** Cally Younger[cyounger@blm.gov]; Daniel DuBray[ddubray@blm.gov]  
**From:** Krauss, Jeff  
**Sent:** 2017-12-01T17:16:47-05:00  
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[Revised BLM Utah CommPlan ActiononMonumentReview.docx](#)

Brian,

Please see attached the draft comm plan for Monday's announcements. The key messages and talking points highlight the Administration's priorities.

Jeff

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## Communication Plan

### ***Presidential Action on Secretarial Recommendation for Grand Staircase-Escalante National Monument and Bears Ears National Monument***

#### **INTRODUCTION**

President Trump will visit Utah in early December to announce action on Interior Secretary Zinke's recommendations for the Bears Ears National Monument and Grand Staircase-Escalante National Monument. This plan provides key messaging and information to use during the roll-out of the new decisions when responding to both the public and media.

#### **BACKGROUND**

BLM Utah manages two national monuments: Grand Staircase-Escalante National Monument established by President Clinton in 1996 and Bears Ears National Monument established by President Obama in 2016. Both monuments have been the subject of intense media scrutiny and controversy.

In April 2017, President Trump issued an Executive Order requesting review of certain monuments, including the GSENM and BENM. Secretary Zinke conducted a thorough review and prepared his recommendation to the President.

#### **COMMUNICATION GOALS**

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#### **TARGET AUDIENCE:**

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## Key Messages

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## STRATEGIES

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### L. Secretarial Review of National Monuments Communications Guidance and Q&As:

In response to media inquiries:

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If asked about Utah's efforts to transfer federal lands to the state:

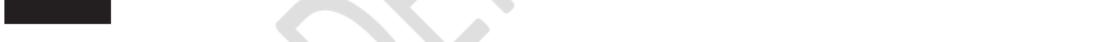
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Other talking points (*Paraphrased or direct quotes from DOI Press Releases*):

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What is the effect of a President's proclamation(s)?

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Specifically, what happens to the areas and their resources that are no longer inside the monument?

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**What happens to the areas that remain within a national monument?**

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**How does the proclamation affect public access?**

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**How do national monuments affect grazing?**

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**How does a designation affect military uses of the land and airspace?**

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